personal computer further includes a hard disk drive 27 for reading from and writing to a hard disk, not shown, a magnetic disk drive 28 for reading from or writing to a removable magnetic disk 29, and an optical disk drive 30 for reading from or writing to a removable optical disk 31 such as a CD ROM or other optical media. The hard disk drive 27, magnetic disk drive 28, and optical disk drive 30 are connected to the system bus 23 by a hard disk drive interface 32, a magnetic disk drive interface 33, and an optical drive interface 34, respectively. The drives and their associated computer-readable media provide nonvolatile storage or computer readable instructions, data structures, program modules and other data for the personal computer . Although the exemplary environment described herein employs a hard disk, a removable magnetic disk 29 and a removable optical disk 31, it should be appreciated by those skilled in the art that other types of computer readable media which can store data that is accessible by a computer, such as magnetic cassettes, flash memory cards, digital video disks, Bernoulli cartridges, random access memories (RAMs), read only memories (ROM),and the like, may also be used in the exemplary operating environment.

Replace the paragraph at page 10, line 13 with the following:

A number of program modules may be stored on the hard disk, magnetic disk 29, optical disk 31, ROM 24, or RAM 25, including an operating system 35, one or more application programs 36, other program modules 37, and program data 38. A user may enter commands and information into the personal computer through input devices such as a keyboard 40 and pointing device 42. Other input devices (not shown) may include a microphone, joystick, game pad, satellite dish, scanner, or the like. These and other input devices are often connected to the processing unit 21 through a serial port interface 46 that is coupled to the system bus, but may be connected by other interfaces, such as a parallel port, game port or a universal serial bus (USB). A monitor 47 or other type of display device is also connected to the system bus 23 via an interface, such as a video adapter 48. In addition to the monitor, personal computers typically include other peripheral output devices (not shown), such as speakers and printers.

Replace the paragraph at page 11, line 4 with the following:

The personal computer may operate in a networked environment using logical connections to one or more remote computers, such as a remote computer 49. The remote computer 49 may be another personal computer, a server, a router, a network PC, a peer device or other common network node, and typically includes many or all of the elements described above relative to the personal computer , although only a memory storage device 50 has been illustrated in Fig. 1. The logical connections depicted in FIG. 1 include a local area network

(LAN) 51 and a wide area network (WAN) 52. Such networking environments are commonplace in offices, enterprise-wide computer networks, intranets and Internet.

Replace the paragraph at page 11, line 13 with the following:

5   When used in a LAN networking environment, the personal computer is connected to the local network 51 through a network interface or adapter 53. When used in a WAN networking environment, the personal computer typically includes a modem 54 or other means for establishing communications over the wide area network 52, such as the Internet. The modem 54, which may be internal or external, is connected to the system bus 23 via the serial port interface 46. In a networked environment, program modules depicted relative to the personal computer , or portions thereof, may be stored in the remote memory storage device. It will be appreciated that the network connections shown are exemplary and other means of establishing a communications link between the computer may be used.

15   In the claims:

1. (Amended) A method for managing a marketing campaign, comprising:

     providing a data mining engine capable of being trained with training data; and capable thereafter of performing inferences relative to the training data and on additional data;

20   providing a user database defining the observed characteristics of each one of a set of users, the characteristics comprising at least one of: (a) at least one of the user's attributes, (b) at least one of the user's preferences;

     training the data mining engine with a set of training data comprising the user data base by clustering the user database into different segments of users distinguished by different states of a characteristic;

     inputting to the data mining engine a predetermined characteristic pertaining to the marketing campaign and, in response thereto, obtaining from the data mining engine a subset of the users in the data base having the highest correlation to the characteristic by determining which of the segments found during clustering of the user data base has the

30   highest statistical correlation to the predetermined characteristic.

2. (Amended) The method of Claim 1 wherein inputting to the data mining engine comprises inputting a predetermined set of characteristics pertaining to the marketing

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